347 Homeland Southway Apt. 1A Baltimore, MD 21212 June 25, 1991

Arnold J. Kleiner WMAR-TV 6400 York Road Baltimore, MD 21212

Dear Mr. Kleiner:

For some time I have wanted to say to you: "WMAR-TV has just about the best weatherman in the country." Of course, you already knew that—it's the reason you hired Norm Lewis.

Thank God you kept him in Baltimore. When he was at "that other station" I was traveling cross-country occasionally. In Salt Lake City and San Francisco I used to watch the "pretty boys" they had reading the weather and feel sorry for the local inhabitants.

When Norm Lewis left that other station, I left it too. The reason I am a connoisseur of weather people is that I was among the first women ever hired by the U. S. Weather Bureau. Early in WWII the services had taken so many trained weathermen, they finally had to test and train women. I worked as an observer at both San Francisco and Salt Lake airports (with armed guards at the door yet) and was encouraged to become a meteorologist. Instead, I left the weather service and became a professor of English—and a poet!

At first, I thought you at WMAR had Norm on too tight a rein, with too little allotted time, so that he was unable to be his natural "sunny" self. But now everyone seems relaxed, and you have a great team there. It happens NBC also is my favorite network, and I am glad not to have to do all that switching of channels any more.

Well, this is about the FIFTIETH anniversary of my weather service, so I am going to invite Norm out to dinner to celebrate and talk about the old days. I hope he can come.

Again, congratulations!

Yours sincerely,

Effeen Tarcay





Ton Benjamin L. Cardin

Hon, Kweisi Mtame

### THE VICTORINE Q. ADAMS HUMANITARIAN AWARD DINNER



June 13, 1991

Chairperson Rebecca J. Warren

Vice Chairperson Carolyn A. Brown

Honorary Chairpersons
Hon, Victorine Q, Adams
Hon, Clarence H. Du Burns
Frank and Mary Ellen Gunther
Arnold J. Kleiner
George V. McGewan
Allen I. Quitle

Bishop E. Robinson Mr. James W. Rouse Hon. William Donald Schaefer Dr. Percy V. Williams

Mr. Arnold Kleiner WMAR-TV 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner,

On behalf of the Victorine Q. Adams Humanitarian Dinner Committee and the Fuel Fund of Central Maryland, I want to thank WMAR-TV for its contributions to this year's Dinner. The financial support is always great, but there was so much more than that. Janet Covington worked tirelessly to insure the success of the Dinner. The Public Service Announcements were well received and prompted several calls to the Fuel Fund office. Beverly Burke was a welcome addition to the evening and your attendance is always important to us.

Thank you again for your part in a very special evening that went well despite the obstacles.

Sincerely,

Rebecca J. Warren

Chairperson, Victorine Q. Adams Humanitarian Dinner Committee of the Fuel Fund of Central Maryland

Halle.

JUN 17 1997 SH3-0993



## A Galaxy Of Stars!





September 27,1991

Arnie Kleiner, Vice President WMAR TV 2 6400 York Road Baltimore, Md. 21212

Dear Arnie:

On behalf of all the children and adults in Maryland served by the Muscular Dystrophy Association, thank you so very much for the incredible work of everyone at WMAR TV 2 in putting on our most successful Telethon ever.

This year's toteboard of \$1,099,535 reflects the dedication and hard work of everyone involved, most especially the staff of WMAR.

For the past six and a half years since I've been with MDA, I've heard how wonderful everyone at WMAR was to work with. I've seen the patient profiles that were so excellently produced and I've seen how committed the staff seemed to be. Until this year when I had a chance to work with WMAR first hand, I did not know just how incredible you all really are. The professionalism, commitment and talents of your staff are truly amazing. I felt more than ever that this was WMAR's Telethon just as much as MDA's. For this reason, you made it the best it could be, and for this we are truly grateful.

Thanks for Caring,

Ellen Torres

District Director

ET/fm

OCT 1 199

M. Jane McMahon, Ed. D., President

Stephen M. Peregoy. Executive Director

September 20, 1991

Arnold J. Kleiner WMAR-TV 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner:

On Friday, September 13, I had the pleasure of working with a great crew who put together two public service announcements for the American Lung Association® of Maryland's annual Christmas Seal Campaign®. The crew included Greg Massoni, Bob McMahon, Steve Miller, Larry Durner, Tom Peters, Lou Karp, and last but certainly not least, John Zieman.

On behalf of the American Lung Association, I wish to thank the entire crew and also Harry Kakel and Jon Stiehm for allowing us to use some of the morning news show rehearsal time in order to accommodate the Ripkens' schedule.

Once again, thanks to WMAR-TV for its continued support of our efforts to fight lung disease.

Sincerely,

Elizabeth M. Appel Associate Director

Communications/Marketing

/cs

SEP 23 1995 SH3-0995 6501 N. Charles Street P.O. Box 6815

Baltimore, MD 21285-6815

(301) 938-3000 FAX: (301) 938-4532 Any De (b)

Celebrating The Human Spini

### •Sheppard Pratt

1891-1991

June 14, 1991

Honorary Chairman
 The Honorable William Donald Schaefer
 Governor, The Scare of Maryland

Honorary Centennial Committee

The Honorable Melvin A. Steinberg Lieutenant Governor.

The State of Maryland

The Honorable J. Joseph Curran, Jr. Accorney General, The Scare of Maryland

The Honorable Kurt L. Schmoke Mayor, The City of Baltimore

The Honorable Roger B. Hayden Baitimore County Executive

The Honorable Nancy Grasmick Acting Special Secretary,

Office for Children and Youth. The State of Maryland

Max Abbott, M.D. President-elect, World Federation

for Mental Health
The Honorable Rosalie S. Abrams

Director, Maryland Office on Aging

Sister Marie Cecilia President, St. Joseph Hospital

Mr. Michael J. Chesser President: Baltimore County Chamber of Commerce

Mr. Richard M. Davis
Président. The Alliance
for the Mentally III of
Merropolitan Baltimore

Mr. L. Patrick Deering Chairman of the Board, Maryland Historical Society

Lawrence Hartmann, M.D. President-elect, American Psychiatric Association

Mr. Jack Hinckley
 Chairman Emeritus,

 American Mental Health Fund

Mr. Samuel Hopkins Partner, Alex, Brown and Sons (retired)

Mr. Donald P. Hutchinson President, Maryland Economic Growth Association

Mr. Robert Killebrew

Chairman of the Board,
The Enoch Pract free Library

Ms. Lainy LeBow Director of Scheduling and Public Relations, Office of the Governor

Mr. John Luerkemeyer, Jr. President, Continental Realty Corporation

Mr. John P. McDaniel President and CEO, Medlantic Health Care Group

Paul R. McHugh, M.D.

Paul R. McHugh, M.D. Chairman of Psychiatry, The Johns Hopkins Hospital

Mr. Frederick D. Raine President. The National Association of Private Psychiatric Hospitals

Charles D. Spielberger, Ph.D. President.

Mr. Andy Barth WMAR-TV2 6400 York Road Baltimore, MD 21212

Dear Andy:

You have been a true friend to Sheppard Pratt. Your remarks helped to expose the outside world to the hard work of our institution and helped to destignatize mental illness in our community.

It is a difficult task to talk about mental illness and it is particularly important when local celebrities support our cause. People like you encourage the public to seek the help they need.

As always, I enjoyed being with you and look forward to seeing you soon.

Sincerely,

Susan Talles

Centennial Planner

ST;gk

cc: Arnold Kleiner

amk/FDbarth

30 ENGLISH RUN TURN SPARKS, MARYLAND 21152

June 15, 1991

Mr. Arnold Kleiner General Manager Channel 2 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner,

I am writing to inform you of the extrordinary effort of Mr. Scott Garceau to live up to your "friends you can turn to" slogan. Mr. Garceau recently performed an act of extreme kindness on my behalf, and it should not go unnoticed.

I recently purchased a professional football with the intent of getting John Unitas' signature, as a keepsake for the mantle over the fireplace. As a lifelong resident of Baltimore, I have always held him in the highest esteem. Without my knowlege, my wife got the ball to Mr. Garceau, through a friend, Ms. Mary Plevyac, also a channel two employee, and Mr. Garceau agreed to procure the autograph. The autographed ball made a cherished Fathers Day gift. We have never met Mr. Garceau, but this considerate act, on behalf of a total stranger, was truely commendable.

I must admit skepticism early on in viewing your efforts to portray the on-air personalities as friends of the community with your ad spots. I even read your recent defense of these ads in the SUNPAPERS editorial section. You should be both pleased and proud to have such a kind and considerate gentleman on staff. In quiet ways, he has obviously taken your motto to heart.

Sincerely,

Mike Herman

cc: Mr. Scott Garceau





Maryland Affiliate, Inc.

September 20, 1991

1490549 Mr. Arnold Kleiner WMAR-TV 6400 York Road Baltimore, MD 21212

Dedicated to the reduction of disability and death from cardiovascular diseases and stroke.

> Divisions serving the State of Maryland

Anne Arundel County Baltimore Eastern Shore Howard County Mid-Maryland Montgomery County Northern Maryland Southern Maryland Western Maryland Dear Mr. Kleiner,

I'd like to thank you once again for the gift you made to the American Heart Association - Maryland Affiliate during the last year. Enclosed is a newspaper article which shows how your contribution is at work in our community.

Your gift helped us reach more than 640,000 Marylanders with important heart-health programs during 1990-91. You helped us teach 106,000 school children about heart-healthy living, show 29,000 heart patients how to make vital lifestyle changes, and educate 390,000 Marylanders about how to improve their eating habits. One hundred and eighteen thousand workers at businesses throughout the state learned how to quit smoking, eat better and reduce stress.

With your support, 62 Maryland researchers received a total of \$1.8 million to study things like nutrition, new heart medications and lifesaving surgical procedures. Their work brings us one step closer to our ultimate goal—making heart disease a thing of the past.

Your gift has meant a lot during the last year. Because heart disease affects all of us, your contribution is an investment in your future, and the future of your family and friends. We thank you for your continued support.

Sincerely.

Palest & Galdslein Robert E. Goldstein, M.D.

President

RG/clz

101 25 1991

# Food

#### C2 MET OPERA MARKS 25 YEARS OF MUSIC, FOOD

Great voices inspire great foods. Luciana Pavarotti's pasta and tuna recipe is just one great combination.





Spinach vegetable dip, served with an array of fresh veggies, is delicious afterschool treat. Serve the dip in a hollowed green or red cabbage.

### Planned snacks can help children grow

By Sherrie Clinton Evening Sun Staff

fillDREN'S SNACKS should not be taken lightly, according to the American Heart Association. Nibbling can be beneficial to growing kids and active teens — when the foods are healthy and not just calorie-laden chips, sodas and candy.

Parents should plan and shop for between-meal treats as they do for breakfast, lunch and dinner, according to the association.

To satisfy after-school munchies, for example, stock up on apples, carrots, low-fat cheeses, breadsticks and popcorn that's popped without oil.

The association kicks off its week-long "food festival" Saturday. Tips on healthful snacks, ways to stretch your food dollar and other information will be available from the association and participating supermarkets.

For a schedule of state food festival

events, call the Maryland association at 1-800-HEART-03.

This recipe, from the association, makes a great dip for any fresh vegetable.

#### Spinach Vegetable Dip

1 10-ounce package frozen no-salt-added chopped spinach

5 green onions with tops, coarsely chopped

1/2 cup watercress, large stems removed

¼ cup fresh parsley, large stems removed

8 ounces plain nonfat yogurt 1 avocado, peeled and chopped

1 1/4 teaspoons no-salt garlic seasoning

1/4 teaspoon salt, optional

1/4 teaspoon freshly ground black pepper

taste teaspoon hot pepper sauce, or to

I large purple or green cabbage

1 purple cabbage, optional Cook spinach, drain and wring out all

juice in a clean kitchen towel
In the work bowl of a food processor
fitted with a metal blade, finely chop
spinach, onion, watercress and parsley,
or chop with a knife and transfer to a

blender.
Process just until blended. Do not over process. Remove to colander to drain excess liquid. Set aside.

Place remaining ingredients except cabbage in processor or blender and process until smooth.

In a bowl, combine vegetables and vogurt mixture. Mix to blend well.

Cover and refrigerate at least two hours to allow flavors to blend. Hollow out purple or green cabbage to use as a serving bowl. Serve with a variety of fresh vegetables.

Makes 1½ cups. One tablespoon has 23 calories, 1 gram protein, 2 grams carbohydrate, 1 gram fat, 0 cholesterol and 16 milligrams sodium



September 10, 1991

Mr. Arnold J. Kleiner President and General Manager WMAR-TV2 6400 York Road Baltimore, MD 21212

Dear Arnie:

"Beat The Pro '91" proved again to be a major success for the Children's Center. The WMAR-TV2 Sales Staff under the direction of Howard was a delight. Both volunteers and staff from the Children's Center returned each week having learned more about golf and the joys of working with Channel 2.

Again, many thanks and we look forward to another spectacular year with you and the staff of WMAR.

Fondly,

Marilvn Brice

Special Events Coordinator

Marietta K. Nolley Telethon Coordinator

SEP 1 6 1991



1620 McElderry Street Reed Hall 204W Baltimore, Maryland 21205 301-955-8767 September 12, 1991

Mr. Keith Mills WMAR-TV2 6400 York Road Baltimore, MD 21212

Dear Keith:

What a guy, what a prince, what a prince of a guy! The Johns Hopkins Children's Center is truly fortunate to have you as a friend.

Many, many thanks for lending your talent during the Cruise and for the support that is always there.

Fondly,

Marilyn Brice

Special Events Coordinator

Marietta K. Nolley Telethon Coordinator

cc: Arnie Kleiner

A 11 W

3. 3. 3

### Faith Baptist Church

P.O. Box 157 Hampstead, MD 21074 (410) 374-5933

Bert Benz, Pastor Residence: 239-6807 Rudy Tidwell, Assoc Paster Residence: 239-8510

September 4, 1991

WMAR-2 5400 York Ra. Baltimore, MD 21212

#### Gentlemen:

On behalf of the Benz family and the Family of Christ at Faith Baptist Church, we wish to thank you for the Christian manner in which you covered the illness and subsequent death of our pastor and friend Bert Benz. In this time of sensationalizing news events, it was comforting to know that this situation was being reported with concern and compassion for those involved.

In Service To The Lord,

Deacon

Associate Pastor

Charles Fogle

Gary W. Bauer

Chairman of Deacons

Skip Rigler

Deacon



# A Galaxy Ot Stars!

September 3, 1991

SP 155

Actily
Lick
Hours
17 7 4 Thomas
AJ4

Arnold Kleiner General Manager WMAR-TV Channel 2 6400 York Road Baltimore, MD 21212

Dear Arnie,

\$45,071,857 -- A 1991 MDA Jerry Lewis Labor Day Telethon total we can all feel very proud to be a part of, and WMAR-TV Channel 2 was a very important part of making this wonderful success possible. We would like to sincerely thank you and every member of your staff for their super efforts on behalf of all those we serve in Maryland.

Tony Pagnotti and Beverly Burke were again able to both thank our businesses and convince our viewers to support our Labor Day effort by raising \$1,099,535 as well as the great job Harry and Rick did on production -- please thank each of them for their tremendous help. I think that in the present economic climate, and considering the Fire Fighter problems, our '91 Telethon accomplishments become even more incredible, reflecting very positively on everyone who made it possible.

Once again, we deeply appreciate your personal commitment to MDA and the professional Telethon production we can always count on from WMAR-TV.

Sincerest thanks,

Peter L. deVos Regional Director

PLdV/sjk

#### GEORGE W. DONADONI

ATTORNEY AT LAW
622 BAYLOR ROAD
GLEN BURNIE, MARYLAND 21061
(301) 766-0652

August 28, 1991

Mr. Arnold Kleiner General Manager, WMAR-TV 6400 York Road Baltimore, MD 21212

Dear Mr. Kleiner:

As one who benefited directly and generously from the "Beat the Pro" contest sponsored by WMAR-TV, I would like to express my gratitude to the station, and particularly to the Sales & Marketing and Sports Departments for conducting this event. Your people were friendly and enthusiastic, and all the arrangements were first class. I especially liked the personal involvement of professionals such as Howard Zeiden, Scott Garceau, and Keith Mills.

Thank you and your responsive organization for setting the framework for one of the bigger thrills of my life.

Sincerely,

orge W. Donadoni

AUS 2 9 100

2613 Guilford Avenue Baltimore, Maryland 21218

301-467-3605

August 14, 1991

Mr. Arnold J. Kleiner General Manager WMAR-TV 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner:

As a retired senior citizen, I always eat supper watching your 5-6.30 news, which, despite lapses cited below, is the best in Baltimore.

The resurrected movie, "101 Dalmatians", has been sufficiently popular to appear on several of your best 10 lists, but on each list, the third a has been consistently replaced with an o.

At least one grammatical error occurs daily from 5-6:30. Last night, Beverly Burke stated that some "would dig deeper into their pockets", instead of the correct, more deeply, using the adverb.

Such occasional errors affect my ancient, delicate digestive system. If the situation deteriorates, I have instructed my heirs to sue you. Watch the obituaries:

Sincerely,

Paul Sleoian



August 8,1991

# AFRICAN-AMERICAN EXPOSITION

Kurt L. Schmoke Mayor, City of Baltimore

Westley Johnson General Chairman

Lloyd C. Mitchner General Co-Chairman

William S. Hankins
Co-Chairman

Youman Fullard
Assistant Chairman

Cleveland Brister

Roelyn Smith Co-Chairman

Julia B. Woodland Co-Chairman

Sub-Committee Chairpeople Rosemary Atkinson Alfred Bellamy Ann Boyd James Bradsher Charles Brown **Ted Coates** Rita Cooper Lanie Jackson-Dixon Denise Jones-Dorsey Thomas Forman Washington Green Jennell Hall Major Bernard Harper Reggie Haysbert J. Wayman Henry Clifton Johnson **Dorothy Jordan** Paul LeVere Richard Lewis Joshua Matthews Daki Nacata Charles Pettus Milton Rice Vanessa Shields Wendell Sutton Clayton Tucker Robert P. Wade

Mr. Arnold Kleiner W.M.A.R.T.V. 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner,

Mayor Kurt L. Schmoke, The Afram Committee, and I sincerely thank you for your time, energy, committment and financial sponsorship of AFRAM EXPO' 1991.

Afram was a resounding success because of your assistance, and the key role that you played.

We are so pleased to share with you the many compliments that we have received about Afram and all of the events included.

You have given us inspiration. Because of you we believe that Afram has made Baltimore a warmer more friendly and more productive city.

Afram enabled us to share the African American rich heritage and culture with over thousands of people from Baltimore, Philadelphia, New York, Virginia, Washington, North Carolina, Alabama and California to name a few states.

Baltimore natives have a lot to be proud of and Afram was able to display some of this pride and its' people because of your committment.

Thank you very much.

Sincerely yours,

Westley B. Johnson

General Chairman, Afram 91'

Pillian right



Central Maryland Chapter Greater Chesapeake and Potomac Regional Blood Services

4700 Mount Hope Drive Baltimore, MD 21215-3231 (301) 764-7000 Outside Metropolitan Baltimore Call: 1-800-272-0094

Mr. Arnold Kleiner General Manager WMAR-Channel 2 6400 York Road Baltimore, MD 21212

Dear Mr. Kleiner:

August 2, 1991

On behalf of the hospital patients in our community, I wish to extend a special thanks for supporting our volunteer blood program with a station editorial. I too remember the devastating train wreck in Chase and the concern over our ability to provide blood to the victims. We could not have asked for a more direct or moving response to a serious and potentially life-threatening problem. Your message inspired numerous telephone calls from donors anxious to give blood.

Your message is so powerful that, with your permission, I would like to make a copy of it available to our donor recruiters for their use during presentations before donor groups. Our communications department will contact your public service department to see if this is feasible.

Our community is lucky to benefit from your selfless contributions. Again, thank you!

Sincerely, Paul M News MS

Paul M. Ness, M.D.
Principal Officer
Central Maryland Red Cross
The Greater Chesapeake and
Potomac Region Blood Services



WILLIAM DONALD SCHAEFER, GOVERNOR

LIEUTENANT GOVERNOR MELVIN A. STEINBERG, CHAIRMAN

FLOYD O. POND, EXECUTIVE DIRECTOR

July 23, 1991

Ms. Janet Covington Public Service Director WMAR-TV 6400 York Road Baltimore, Maryland 21212

Dear Ms. Covington:

As Chairman of the Governor's Drug & Alcohol Abuse Commission, I would like to take this opportunity to express our sincere thanks for your matchless support of The Partnership for a Drug-Free America. I want you to know that your personal dedication to this effort, including adding the Governor's Commission's logo to the Partnership commercials, has not gone unnoticed.

In a recent briefing by the Commission's Communications Office, I was informed that WMAR has proven time and again to be the Partnership's foremost supporter in Baltimore. As you may be aware, we have coalesced forces with the national Partnership and the Advertising Association of Baltimore to form "The Media Partnership for a Drug-Free Maryland". We hope that this redefined effort will lead to greater success across the state.

You will be receiving a fresh shipment of public service announcements every three months. These will now include the Commission's logo, but please feel free to alter them as you see fit. We welcome any suggestions you may have. Please contact the Commission's Marketing Manager, Steve Pasierb, at 321-3527.

Again, we appreciate everything you are doing.

Sincerely,

Melvin A. Steinberg

Lt. Governor

MAS:sjp:rm

### STATE OF MARYLAND DEPARTMENT OF PUBLIC SAFETY AND CORRECTIONAL SERVICES

WILLIAM DONALD SCHAEFER

MELVIN A. STEINBERG

BISHOP L. ROBINSON



A A Property

RICHARD A. LANHAM, SR.

MERRY COPLIN

DIVISION OF CORRECTION

SLIITE 311, PLAZA OFFICE CENTER 6776 REISTERSTOWN ROAD BALTIMORE, MARYLAND 21215-2342 (301) 764-4100

TTY FOR THE DEAF. 486-0677

July 24, 1991

Arnold Kleiner
General Manager
WMAR - Channel 2
6400 York Road
Baltimore, Maryland 21212

Re: Maryland Penitentiary

Incident

Dear Mr. Kleiner:

This is my first opportunity to write and commend you and your counterparts at other TV stations on what I understand is a standing policy that no station will grant an interview with a hostage taker until all hostages have been released unharmed.

Without doubt this policy played a significant part in the resolution of a very tense and potentially dangerous situation.

I have been informed that media representatives from other areas who were present stated they have no such policy. If that is the case, I would urge you to contact whomever and hopefully gain their acceptance of a proven critical policy.

In conclusion, I thank you for your individual and collective assistance and would make one further request. Since assuming command last November I recognized the need for staff to improve their professional image. In furtherance of that, I ask that the term Correctional Officer be utilized in news reports rather than guards. Guards is a demeaning term to those who daily are faced with risks that most police officers do not incur.

Sincerely,

Richard A. Lanham, Sr.

Commissioner

SH3-1009

a

L 2 5 1991





Action for the Homeless, Inc. 2539 St. Paul Street, Baltimore, Maryland 21218 (301) 467-3800 Fax: (301) 243-9460

ficers

\_\_nford V. Teplitzky
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\* Sydney King RST VICE PRESIDENT

Roberta Dillow
SECOND VICE PRESIDENT

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Suzanne Wolff

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orma T. Pinette
LECUTIVE DIRECTOR

July 25,1991

Mr. Arnie Kleiner General Manager WMAR-TV 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner,

We want to take this opportunity to thank you for being a lead sponsor of the HITS FOR THE HOMELESS telethon for the fifth year in a row. This was a record breaking year for us. We received over 1500 telephone calls and raised over \$70,000 in pledges during the telethon.

WMAR-TV's continued support of this event is truly appreciated by all of the Board and the staff of Action for the Homeless. Through your support you send out an important message to the community, one that says that homelessness is unacceptable and that it is a year round concern.

As always, the staff at WMAR-TV did a fantastic job in organizing and promoting the telethon. The professionalism and enthusiasm of the WMAR-TV staff joined by their interest and dedication to the project guaranteed a successful event. Emily Barr is to be commended for the special interest that she has taken in the telethon over the years. She is truly a remarkable person.

Once again, thank you for being a friend the homeless of Maryland can turn to and for doing your part to help STRIKE OUT homelessness. We look forward to working with you next year.

Sincerely,

Norma T. Pinette

**Executive Director** 

Sanford V. Teplitzky

President

ion for the Homeless
was created by the merger
of the Greater Baltimore
elter Network and
vject Shelter.

JEL 30 198

### Campaign For Our Children

PF

cc 3-1-11/11/2

Mary Ellen Gunther Co-Chair

Dr. Osborne Payne

Co-Chair Richard E. Hurley, Jr.

- Treasurer Norene Pease Secretary

Michael Chesser
- Alice Clark
Dr. Janet Hardy

Bronwyn Mayden
Sally Michel
Pat Moseley

Carl Sardegna
Pam Shriver

Otis Warren, Jr.

Hal Donofrio
Executive Director

July 19, 1991

Mr. Arnold Kleiner President & General Manager WMAR-TV2 6400 York Road Baltimore, MD 21212

Dear Amie:

The 1991 Preakness Celebration was a success for Maryland! Thanks to your support, Preakness Pin sales more than doubled compared to last year. More than \$80,000 was raised for Campaign For Our Children.

I have included a brief summary of the exposure you received by being a sponsor of the 1991 Preakness Pin. Your company name reached over 25,000 Marylanders through the Preakness Events alone and 60,000 residents through distribution of the pin brochures. Advertising and news media coverage of the pin sales reached more than 3 million residents of Maryland, Virginia and the District of Columbia!

Due to the success of the 1991 Preakness Pin campaign, we have been asked to be the beneficiary again in 1992. Plans are being made to refine the pin promotion, giving sponsors even greater exposure, and to dramatically increase pin sales.

Thank you for your continued support of Campaign For Our Children. Your sponsorship will help make more educational and awareness programs available to area children and teens.

Sincerely,

Hal Donofrio

### 1991 Sponsor Publicity

\*Prize Sponsors are noted in all print advertising and collateral materials.

\*60,396 pin and pin brochures were distributed across Maryland. Each brochure notes all sponsors.

\*Point of sale pieces and posters were displayed at over 200 Rite Aide Stores, over 50 Royal Farm Stores, and over 100 Crown gas stations.

\*Point of sale displays were visible at all Preakness events and pin sales locations:

Memorial Stadium
Michelob Nights
The Great Balloon Race and Children's Festival
Towson Festival
The Bay Bridge Walk
Light Street Harbor Place Pavilion
Balloon Glow and Concert
Sunrise at Olde Hilltop
Hot Air Balloon Competition
Approximate Event Attendance: 25,550

- \*Sponsors are mentioned in each television and radio commercial that aired -- an \$235,000 schedule donated by B-104 and WMAR-TV2. Air dates were 4/15-5/18.
- \*Sponsors were included in the Preakness Pin Press Release; News Advisory; and Pin at a Glance fact sheet. These materials were included in press kits which were distributed to 500 media personalities and outlets across Maryland, Northern Virginia and Washington, DC.
- \*Sponsors received mention in Radio and Television Interviews with Hal Donofrio, Executive Director of Campaign For Our Children. Programs aired on WQSR-FM 5/12/91, WBMD-FM 5/11/91 and on WMAR-TV2 5/12/91.
- \*Advertisements and news coverage of the Preakness Pins reached over 3 million residents of Maryland, Virginia and Washington, D.C. Coverage included The Washington Post, Evening Sun, The Sun, Baltimore Messenger, City Paper and Northeast Times-Booster.
- \*Sponsors received exposure at Pimlico Race Course on Monday, May 27th -- Memorial Day. This was Campaign For Our Children Day at the Races. Attendance was approximately 3,000.

3901 Greenway Baltimore, MD 21218 July 14, 1991

Mr. Arnold Kleiner General Manager TV Station WMAR 6400 York Road Baltimore MD 21212

Dear Mr. Kleiner,

With your fondness for lists, I thought you might enjoy the enclosed item by Garrison Keillor. It appeared in New Yorker several years ago and was reprinted in his book, "We're Still Married". I'm reminded of it each time during the 5 o'clock news that one of your Ten-Best/Most/Biggest/Most Popular/etc. lists begins to unfold on the screen.

The person who sold you that series may have missed a bet or two, which could be covered by adding some of the lists generated by Mr. Keillor's "Jim". The producer of your lists may even have been inspired to put together his/her lists after reading Keillor's article.

There may some duplication between your lists and Mr. Keillor's. I can't verify that, because when your lists begin to appear on the screen, I turn my attention to reading the paper.

If you should decide to add any of these lists to your agenda, I would vote for -

- 1. Ten Things You Don't Need to Worry About
- 2. Eighteen Best Red Things

I hope it is clear that while I occasionally write to complain, if there were another local news program that I preferred over yours, I would watch it instead.

Sincerely,

Bryce H. Mc Mullin

Bryce H. McMullen



### Dundalk Community College

July 9, 1991

Mr. Tony Pagnotti WMAR-TV, Channel 2 6400 York Road Baltimore, MD 21212

Dear Tony:

It's great to see that you've been spending a lot of time in Dundalk recently and apparently having a good time doing it! As P.R. director for DCC, I just wanted to thank you for your recent "travels" covering Gary Coleman's camp for kids as well as Dundalk's Heritage Fair and the college's 20th anniversary exhibit.

There are indeed a lot of positive things happening in our college and community and it's gratifying to see media reports such as yours accurately reflect them. Glad to see you in the neighborhood...we'll keep you posted as to possible future "Tony's travels." Thanks again for travelling our way!

Sincerely yours,

Karen B. Adams
Director, Marketing

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& Public Relations

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1205 York Road Suite 28 Lutherville, MD 21093 296-6222

9 July 1991

Mr. Arnold J. Kleiner General Manager WMAR-TV 6400 York Road Baltimore, Maryland 21212

Dear Mr. Kleiner:

I have had the opportunity to live in Baltimore since 1969 and for the past sixteen years have been actively involved both personally and professionally in the areas of Sports Medicine and community-youth athletic activities and organizations. As one of the co-founders of The Union Memorial Hospital Sports Medicine Center, as a consultant to the Maryland Scholastic Association and the Baltimore City Public Schools, as a consulting radiologist for Johns Hopkins University athletic teams and Baltimore Orioles, and as a member of the planning committee for the Fuel Fund Metro Basketball Classic, and the All-Star Metro Football Classic, I have a unique vantage point as to what happens in Baltimore with regard to both amateur and professional sports. The purpose of this letter is not to bore you with all of my activities, but rather to give some credibility to a compliment that I am going to pay to one of the members of your staff.

Over the last several years, I have watched with great interest how Mr. Keith Mills has been an outstanding positive force in this community as a sportscaster for your station. His energy and enthusiasm are contagious, he displays a genuine interest in the sports and people he reports about, and in particular has gone out of his way to cover a broad range of athletic activities. I sincerely believe that most viewers can get their national sports news from ESPN or from their newspapers, but look upon their local stations to cover high school, college, and other amateur events which touch all of our lives. More than any other sportscaster currently on TV (or anyone in my memory), Keith Mills goes out of his way to show everything from handicapped sports, Little League events, summer basketball leagues, all high school sports

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including the lesser publicized ones such as cross country, volleyball, etc. I am impressed that every major as well as minor event that I go to (either because I am a fan or because I have volunteered to provide medical coverage) Keith Mills shows up. doesn't just send a film crew to get some footage and then hope that they have gotten the right names and events-but rather, he comes to the event himself, talks to people, and knows the coaches, referees, and passes on the real "flavor" of what is happening! In an era when too many sportscasters think that they are the center of attraction, Keith gives us non-stop reporting and film footage that continually shows his love of both sports and people! His recent reporting of a youth football camp for underprivilaged kids organized by Rev. Joe Ehrmann (formerly of the Baltimore Colts) and Biff Poggi (Gilman School football coach) was a wonderful human interest story on how former and current professional football players, football coaches and active college players (who are members of the Fellowship of Christian Athletes) all are working together to help these youngsters not only better their athletic abilities, but also learn some life skills as well. Keith Mills has learned that you just don't "report" about athletic events, but rather you learn about the people behind them and become part of the community itself.

In summary, I am impressed with Keith Mills and feel that he is a valuable asset in this community and provides a "positive spirit". His enthusiasm and contributions have not gone unnoticed. I felt it important to send you this unsolicited letter to acknowledge his efforts and accomplishments.

Sincerely yours,

Joseph R. Martire, M.D.

Managing Partner

Drs. Schultze, Snider & Associates

JRM/nls

cc: Keith Mills